

**FIESP - COPAGREM**

COMITÊ DA CADEIA PRODUTIVA DO PAPEL, GRÁFICA E EMBALAGEM DA FIESP

# **COPAGREM**

## **PLANO DE AÇÃO GRUPOS DE TRABALHO**

### **GRUPO 2 – VALORIZAÇÃO DA COMUNICAÇÃO IMPRESSA**

## **Ações do Grupo**

- Protocolo de intenções
- Reunião com a Two Sides em Londres para implantação da Campanha à partir de janeiro de 2014.

### Membros Comerciais



### Organizações Aliadas

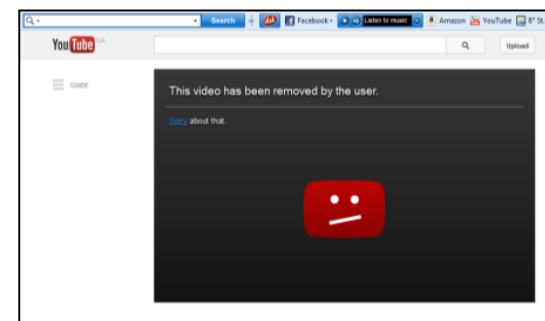


### Companies that have removed their claims

1. Ameren > 60 CASES OPEN and >150 COMPANIES IN DATABASE
2. American Express
3. Aqua America (except website) – follow up
4. Atlantic City Electric
5. Bank of America
6. BMO\* - changes moving forward
7. California Water Service Group
8. Delmarva Power
9. Dish Network
10. Nisource
11. PECO Energy Co – follow up
12. Regions Financial – follow up
13. Southern California Edison
14. Southern California Gas Company – follow up
15. Southwest Gas
16. Sprint (follow up re: paper calculator)
17. Sun Trust Bank Corp
18. TD Bank – follow up\*
19. Google / Paperless 2013\*
20. Hilton\*
21. Fujifilm\*



Before



After

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## COMITÊ DA CADEIA PRODUTIVA DO PAPEL, GRÁFICA E EMBALAGEM DA FIESP

Two Sides Consumer Campaign			Audited figures		Advertised page rates							
Magazine Publishers												
Confirmed Publishers	Publications	No. of sites	readers per magazine	Total Monthly Readership of all sites	Total Monthly Circulation of all sites	Average Monthly Circulation of each site	Full page advert	Half page advert	No. of insertions promised	Total benefits based on half page ad	Total benefits based on full page ad	Total readers views of adverts based on full page ad
Archant	Regional Country Life Series	5,0	220,000	1,100,000	1,100,000	220,000	£1,000	£500	2,000	£2,000	£4,000	720,000
Culture Publishing	Gaming, Film and Music Publications	0,0	1,200,129	403,043	26,736	£12,300	£12,300	£40,000	1,000,000	£40,000	£40,000	1,000,000
Inform	United Kingdom, Mexico Beautiful, Prima	1,5	4,500,000	5,000,000	300,000	£15,000	£15,000	£15,000	1,000,000	£15,000	£15,000	1,000,000
IPC	Publications Inc.	2	600,000	300,000	300,000	£15,000	£15,000	£15,000	1,000,000	£15,000	£15,000	1,000,000
Time & Fortune	Time EMEA British Isles Edition, Fortune	2	280,000	140,000	140,000	£14,000	£14,000	£14,000	1,000,000	£14,000	£14,000	1,000,000
The Economist	The Economist UK, The Economist Africa, The Economist EU	2	420,000	210,000	210,000	£10,500	£10,500	£10,500	1,000,000	£10,500	£10,500	1,000,000
HomeMarket	Consumer Publications	2	10,000,000	5,000,000	2,500,000	£2,500	£2,500	£2,500	1,000,000	£2,500	£2,500	1,000,000
HomeMarket	Brand publications	2	420,000	210,000	210,000	£10,500	£10,500	£10,500	1,000,000	£10,500	£10,500	1,000,000
Mark Allen Group	Children and Nursery world	2	420,000	210,000	210,000	£10,500	£10,500	£10,500	1,000,000	£10,500	£10,500	1,000,000
National Geo Magazine	National Geo Magazine	2	600,000	300,000	300,000	£15,000	£15,000	£15,000	1,000,000	£15,000	£15,000	1,000,000
Earth Island	Resident 42, Print Solutions, Green Print, IndPrint	2	280,000	140,000	140,000	£14,000	£14,000	£14,000	1,000,000	£14,000	£14,000	1,000,000
Parliament - Czech	Parliament Magazine	2	420,000	210,000	210,000	£10,500	£10,500	£10,500	1,000,000	£10,500	£10,500	1,000,000
Readers Digest	Readers Digest	2	600,000	300,000	300,000	£15,000	£15,000	£15,000	1,000,000	£15,000	£15,000	1,000,000
Absolute Publishing	Various high quality travel insertions for Sweden and Mail on Sunday	2	420,000	210,000	210,000	£10,500	£10,500	£10,500	1,000,000	£10,500	£10,500	1,000,000
Absolute Publishing	Various high quality travel, sports and lifestyle	2	420,000	210,000	210,000	£10,500	£10,500	£10,500	1,000,000	£10,500	£10,500	1,000,000
Acorn	Body fit and Natural Health	2	420,000	210,000	210,000	£10,500	£10,500	£10,500	1,000,000	£10,500	£10,500	1,000,000
Bauer Media	Weekly News, Lifestyle, Music, Men's image and Health	2	700,000	350,000	350,000	£17,500	£17,500	£17,500	1,000,000	£17,500	£17,500	1,000,000
Heilo Publications	Heilo	2	1,000,000	500,000	500,000	£25,000	£25,000	£25,000	1,000,000	£25,000	£25,000	1,000,000
Immediate Media	Vivid Food, Top Start, Looking Forward, Radio Times, Easy Cook, Healthy Food Guide	2	10,000,000	5,000,000	2,500,000	£2,500	£2,500	£2,500	1,000,000	£2,500	£2,500	1,000,000
The Mirror Group	Health, Healthy for Men	2	500,000	250,000	250,000	£12,500	£12,500	£12,500	1,000,000	£12,500	£12,500	1,000,000
RTS	RTS	2	34,740,000	17,370,000	8,685,000	£8,685,000	£8,685,000	£8,685,000	1,000,000	£8,685,000	£8,685,000	1,000,000
Newspaper Publishers												
Confirmed Newspapers	Publication	Total Daily Readership	Total Daily Circulation	Average Circulation	Full Page advert	Half page advert	Total Cost based on half page ad	Total Cost based on full page ad				
ADN	Daily Mail	5	2,6	4,164,522	1,051,883	£10,500	£10,500	£10,500	£10,500	£10,500		
Mail on Sunday	Mail on Sunday	5	2,6	4,164,522	1,051,883	£10,500	£10,500	£10,500	£10,500	£10,500		
Independent	Independent	5	2,6	4,164,522	1,051,883	£10,500	£10,500	£10,500	£10,500	£10,500		
Independent on Sunday	Independent on Sunday	5	2,6	4,164,522	1,051,883	£10,500	£10,500	£10,500	£10,500	£10,500		
Sunday Mirror	Sunday Mirror	5	2,6	4,164,522	1,051,883	£10,500	£10,500	£10,500	£10,500	£10,500		
Telegraph	The Daily Telegraph	5	2,6	4,164,522	1,051,883	£10,500	£10,500	£10,500	£10,500	£10,500		
Financial Times	Financial Times	5	2,6	4,164,522	1,051,883	£10,500	£10,500	£10,500	£10,500	£10,500		
News International	News International	5	2,6	4,164,522	1,051,883	£10,500	£10,500	£10,500	£10,500	£10,500		
Newspaper Society	1100 Regional Newspapers, let's say we get 10%	100	2,2	3,750,000	1,250,000	£12,500	£12,500	£12,500	£12,500	£12,500		
						Total Campaign benefit range						
						£1,518,167 to £1,518,167						